

PRIVATE PRACTICE BOOTCAMP™

WEEK 10: CONNECTION MARKETING

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MARKETING PLAN

Marketing Plan for Clients

Online Strategies:	In-person Strategies:
<ul style="list-style-type: none">• <i>Sign up for online directories</i>	<ul style="list-style-type: none">• <i>Create a psycho-educational talk</i>

Marketing Plan for Colleagues

Online Strategies:	In-person Strategies:
<ul style="list-style-type: none">• <i>Write article for colleagues blog</i>	<ul style="list-style-type: none">• <i>Go to a counselling networking event</i>

Marketing Plan for Community

Online Strategies:	In-person Strategies:
<ul style="list-style-type: none">• <i>Write an article for local magazine</i>	<ul style="list-style-type: none">• <i>Introduce yourself to the Dr's in your area</i>

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MARKETING PLAN continued

List Colleagues you would like to connect with:

List Community Members you would like to connect with:

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30 SECOND INTRODUCTION

My name is (name) and I am a (designation/ job title) with a private practice in (location) and I (specialize in/work with/ focus on etc) (areas of specialty).

I (verb – inspire, empower, support, help, facilitate, educate, motivate etc) (who – ideal clients) who are (struggling with, concerned with, focusing on etc) (insert major pain point) to (describe transformation) and (outcome)

OR

I (verb) (ideal clients) to (transformation) so they can (outcome) and (outcome)

My name is _____ and I am a _____

with a private practice in _____ and I

I _____

are _____

_____ **to** _____

and _____

OR

I _____ to _____

so they can _____ and _____

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PRINT MATERIALS

What print materials do you need to market your practice?

TESTIMONIALS

Who could provide me testimonials?	Who can I provide testimonials to?

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BOOKS/ eBOOKS / BOOKLETS

List what topics you could write about, now or in the future:

PUBLIC SPEAKING

List what topics could you speak about, now or in the future:

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ADDITIONAL NOTES: